



# ACCE Webinar: Benchmarking Chamber Membership Stats

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12:30 – 1:15 pm ET

# Presenter

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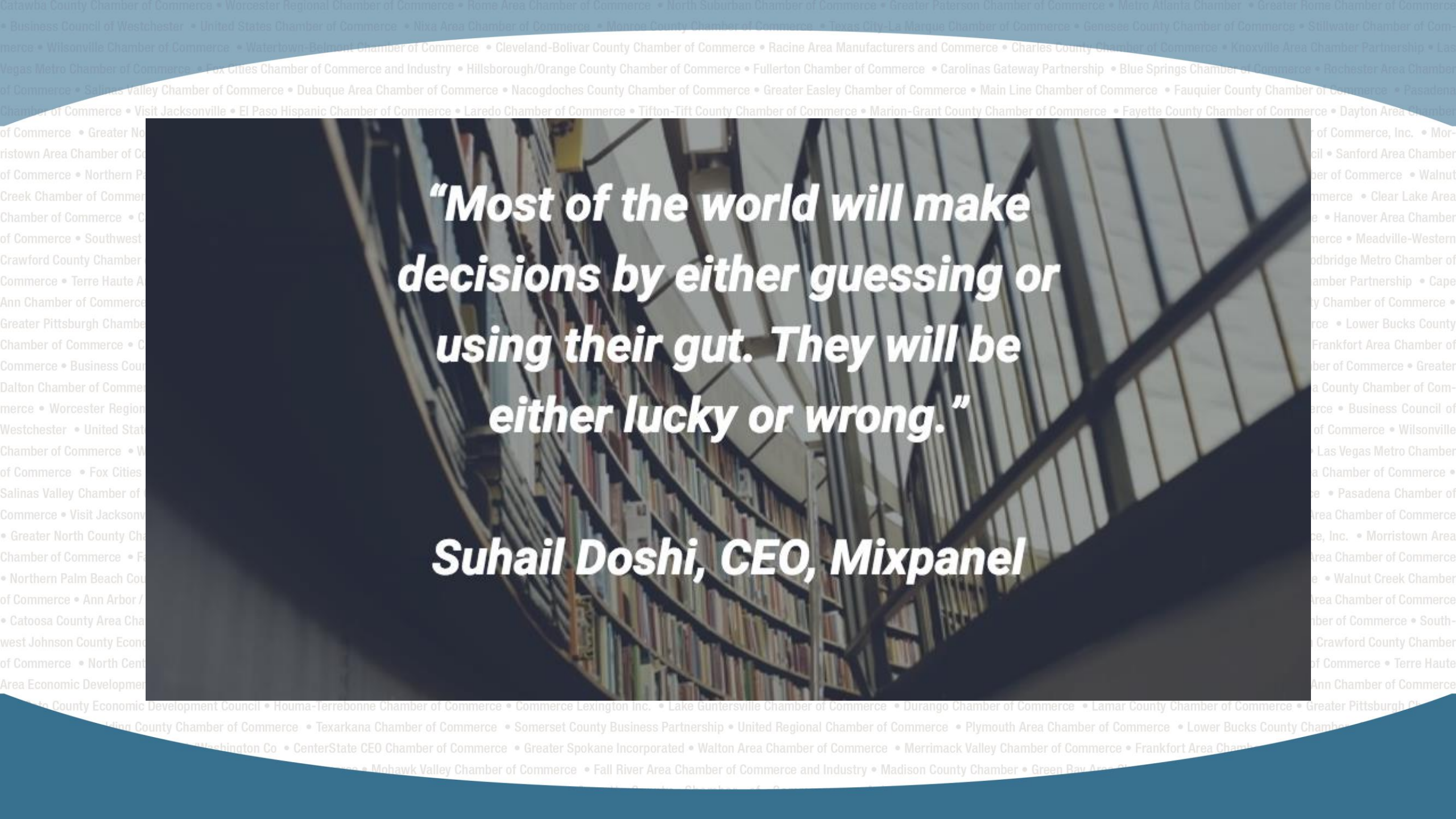
# About this Session...

This webinar will examine chamber membership statistics such as member retention, dues models and more from FY 2017. Using a sample chamber as an example, Sarah will demonstrate how your chamber can apply the stats for benchmarking. Also learn how to access and use flexible, personalized reports and charts via

[Dynamic Chamber Benchmarking](#)—an exclusive benefit of your ACCE membership.

***“The goal is to turn data into information, and information into insight.”***

**Carly Fiorina, former executive, president, and chair of Hewlett-Packard Co.**



***“Most of the world will make decisions by either guessing or using their gut. They will be either lucky or wrong.”***

***Suhail Doshi, CEO, Mixpanel***



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# ACCE's Resources & Research

24/7

[www.acce.org](http://www.acce.org) → Information = HERO portal

# Chamber Membership Statistics

Here's where we start:

**Annual Operations Survey participation**

**Dynamic Chamber Benchmarking**

Customized benchmarking reports in DCB for ACCE members  
from 2017 back to 2012.

**Membership Statistics Report\***

Compiled annual report for breakdown by organization revenue.

# Why Benchmark?

- ✓ Establish baselines
- ✓ Define best practices
- ✓ Identify improvement opportunities
- ✓ Create healthy competition within an organization
- ✓ Monitor organization performance
- ✓ Manage change
- ✓ Plan for the future



# Stats on Number of Members

✓ **Average (median) number of members?**

✓ **Breakdown of members by business size – more small or large businesses?**

# Retention Stats

**Do you know your chamber's...**

- ✓ **Average (median) retention of accounts?**
- ✓ **Average retention of dues dollars?**
- ✓ **Average first year retention of accounts?**

# Membership Revenue Stats

**Do you know your chamber's...**

- ✓ **Average (median) member dues revenue?**
- ✓ **Average (median) minimum dues?**
- ✓ **Average revenue per member?**
- ✓ **Market penetration rate?**

# Fair Share or Tiered Dues Stats

- ✓ Chambers with fair share or tiered dues?
- ✓ Impact of tiered dues on revenue?
- ✓ Impact of tiered dues on account retention?

# Survey Data Goes Beyond Membership Stats

- ✓ Revenue Breakdown
- ✓ Expense Breakdown
- ✓ Revenue and Expense per Member
- ✓ Number of Members per Chamber Staff Person
- ✓ Trend Reports going back to 2012

Access chamber stats in

Dynamic Chamber Benchmarking (DCB).

# 4 Reasons to Benchmark

- 1) Build a foundation for success and identify opportunities for improvement**
- 2) Use trend reports for board presentations and strategic planning**
- 3) Apply custom filters to focus on near-to-peer chambers**
- 4) Download graphic data reports and KPI's to visually gauge performance**

***“Data, I think, is one of the most powerful mechanisms for telling stories. I take a huge pile of data and I try to get it to tell stories.”***

**Steven Levitt, Co-author of Freakonomics**

**You have the data... now what?**

**Go tell it on the mountain!**



**Data helps you tell a story, state a point, make a case, set goals and measure progress, steer the ship through the curves and trends, adjust, plan, and be strategic... Achieve new heights!**



# Examples, Samples, and Guides

**Chamberpedia – [Membership Management](#) section**

- [Retention](#)

- [Recruitment](#)

- [Dues Models](#)

**[Samples Library](#) – See search results under Dues, Retention, Recruitment, Membership Application, Membership Orientation, Welcome Letter, Ambassador Program**

**Ask ACCE!**

**Ask ACCE! Need a model, guide, example, resource or stat? Ask us!**

*Your...*

## Virtual Reference Desk

Need contact information for someone you just heard about? How about ideas for fundraising? Want to know which chambers have developed apps for mobile devices? Let ACCE answer the who, what, when, why and how questions you have on the job. Expect a reply within 24–48 hours. This is a free service for members.

- Call 703-998-3524 or email [HERO@acce.org](mailto:HERO@acce.org)
- Use the **chat inside Dynamic Chamber Benchmarking** for survey & reports help
- To learn more about resources, **sign up for a HERO eTour**
- Learn more about **HERO Custom Research and Services**

Use our **contact form** and make sure your question goes directly to who needs to see it.

# More ACCE Resources – Divisions for Special Interest Groups

Divisions, such as:

- Membership Development Division
- Communications & Marketing
- Education Attainment
- Diversity, Equity & Inclusion

• And others! Available as part of your ACCE membership. Sign up info on each Division page.

# More Resources

- [HERO portal](#) *with* [Samples Library](#), [Chamberpedia](#), [Dynamic Chamber Benchmarking](#) *and* [Ask ACCE!](#)
- Download [ACCE's Fast Facts Guide](#).
- Download the [HERO Tip Guide](#).
- Access the in-depth [HERO Resource Guide](#).
- Use [this page to schedule](#) a live eTour for your chamber staff.

# Your ACCE membership

- All your chamber staff should have their own ACCE login. Need one?

Contact [HERO@acce.org](mailto:HERO@acce.org).

- Go to MYACCOUNT (aka Menu) upper right corner and view under My Membership
  - Update Personal Information, including contact info and Professional Interest Areas to sign up for ACCE's Divisions and topical news.
  - Change your username and password.

**Thank you!**

**ACCE thanks you for your service and commitment to your chamber and to your community!**

**Thank you for being an ACCE member and strengthening the industry!**

**For ACCE membership information, contact Dana Ketterling,  
Resource Development Officer at [dketterling@acce.org](mailto:dketterling@acce.org) or  
703-861-9382.**